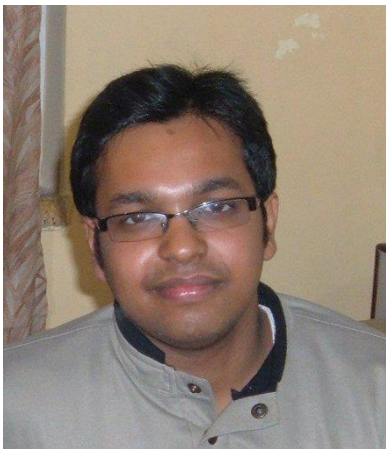




26 eCommerce UX Best Practices for Beginners

About the Author



Anand Kansal is a Marketer at VWO. He is involved in VWO's lead generation activities. He is also responsible for creating content offers, including eBooks and blog posts.

He is passionate about helping websites increase leads and revenue and loves to read about behavioral psychology and decision science.

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About VWO

VWO is a leading website testing platform used by more than 3,700 brands in 75 countries to increase eCommerce sales and conversions.

Companies such as ShoeDazzle, Groupalia, JustFab and Unibet use VWO to understand and analyze online user activity and behavior.

VWO offers marketers an easy-to-implement and use, but highly effective A/B testing, multivariate, behavioral targeting, usability and heat map testing solution that requires no coding knowledge.

<https://vwo.com/>

Sign up for a Free Trial!

Introduction

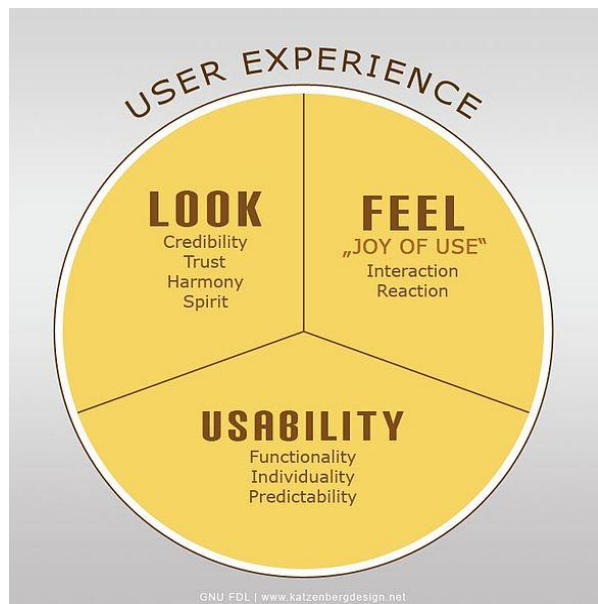
“I've been amazed at how often those outside the discipline of design assume that what designers do is decoration. Good design is problem solving.” – Jeffrey Veen, ‘The Art & Science of Web Design’

The quote on the left captures the basic essence of User Experience or UX. So, what exactly is UX and why is it important in the online space? The term ‘**User Experience**’ was coined by [Don Norman](#) in 1980 as a way to ‘cover all aspects of the person's experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual’.

In the online space, User Experience, as the name suggests, is the overall experience of a user when browsing a website. To understand this further, let us look at what goes on in the mind of a web user as he/she browses through a website:

- Does this website provide me with some value?
- Is the information flow cohesive and logical or is it haphazard and random?
- Is it easy to use?
- Is it pleasant to use?

Creating a truly great User Experience on your website means making your users respond positively to all of the questions above. **UX is thus the sum total of all factors that create the perception of the website in the minds of the users.** These factors also form the bedrock of their decisions to become eventual customers.



At this stage, designing a website for an optimum User Experience might seem a little daunting.

‘How do I begin?’

‘How much time is this going to take?’

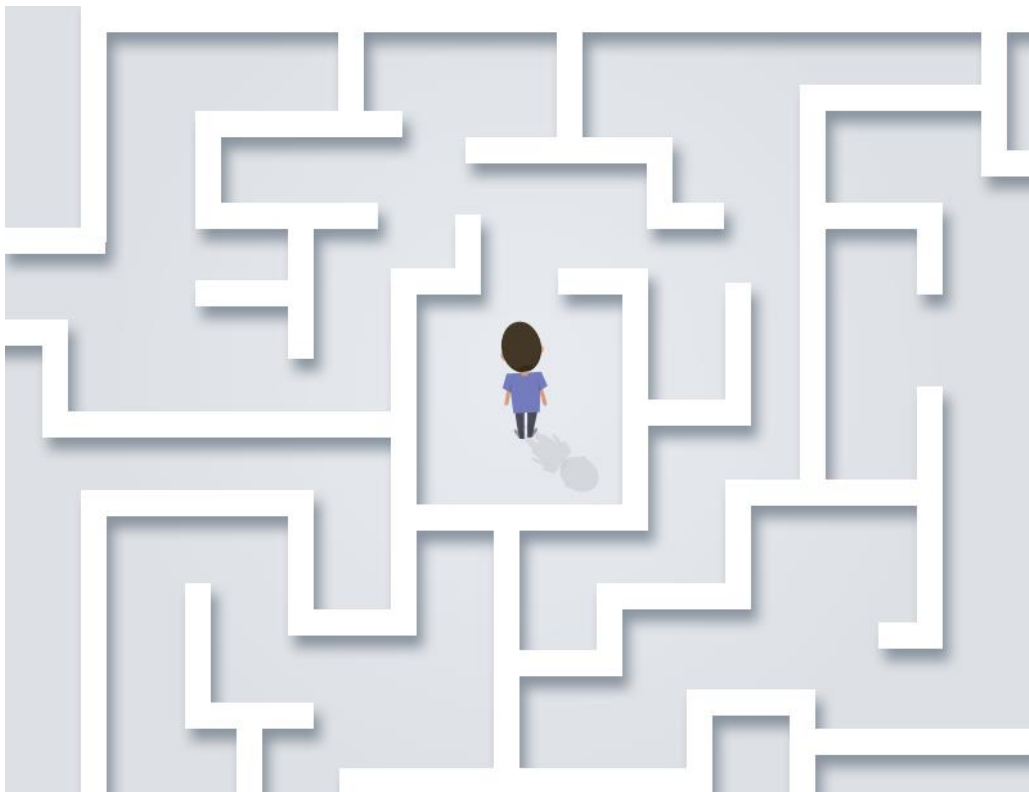
‘Do I need to hire someone to do this for me?’

‘What about the costs?’

Though it cannot be denied that designing a great UX site is a challenging task, there are some best practices you can implement to get some easy lifts for your website. These ‘low-hanging fruits’ will further reinforce the importance of User Experience in your company as well as give you the confidence to carry out more such campaigns in the future.

In this post, I am going to discuss 26 best practices which can be easily implemented by you to improve your eCommerce User Experience.

#1. Navigation – Tell People Where They Are and Where They Should Go

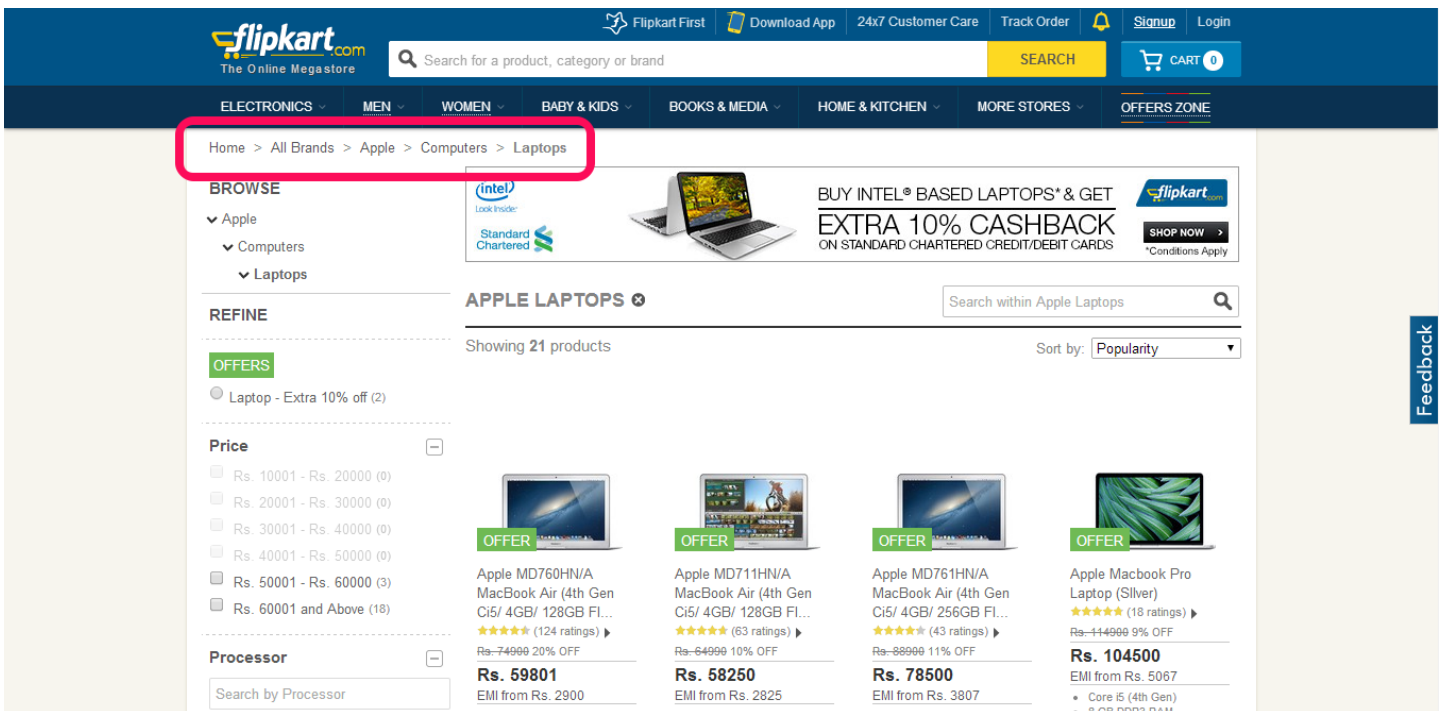


You sit down in front of a computer screen which shows one of the deeper level product pages in the sport apparel category of an eCommerce website. Can you tell exactly where you are in the product structure and are you easily able to navigate to another category, say, the latest novels in the romantic genre? If the answers to the above questions are in the negative, then the website has a poor navigation design which may be hampering the overall User Experience. Ease of use is, in fact, one of the main factors which influence UX. [Bizztravel Wintersport](#), a VWO customer, [increased conversion rate by 21.34%](#) by simplifying their navigation and reducing number of clicks

required to reach a particular page.

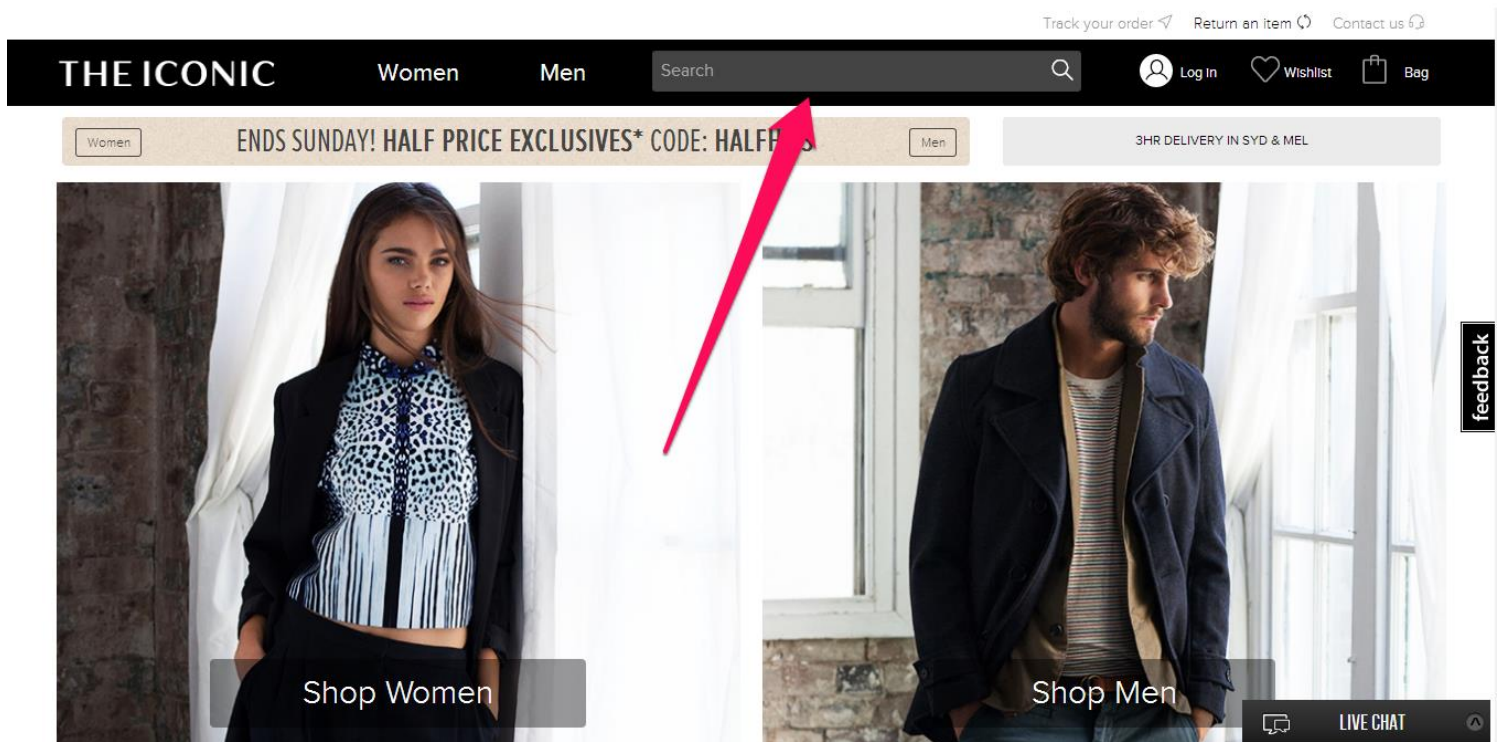
Some of the best practices that can be followed to improve this aspect of the website are:

- Use **breadcrumb navigation** to let users know where they are. A “breadcrumb” or a “breadcrumb trail” is a type of secondary navigation scheme that reveals the user’s location in a website or Web application. Breadcrumb navigation helps the user to understand the product hierarchy as well as navigate to other areas of interest. They are also known to reduce bounce rates. See image for an example. (highlighted in red box)
- Highlight the active product line to make sure the readers understand where they are.



#2. Navigation – Have an Internal Site Search Option

Even though you may have complete confidence in the navigation feature of your website, sometimes your user may feel the need to search for something instantly without finding his way through the navigation structure. It is thus essential that you have a search option for your website.



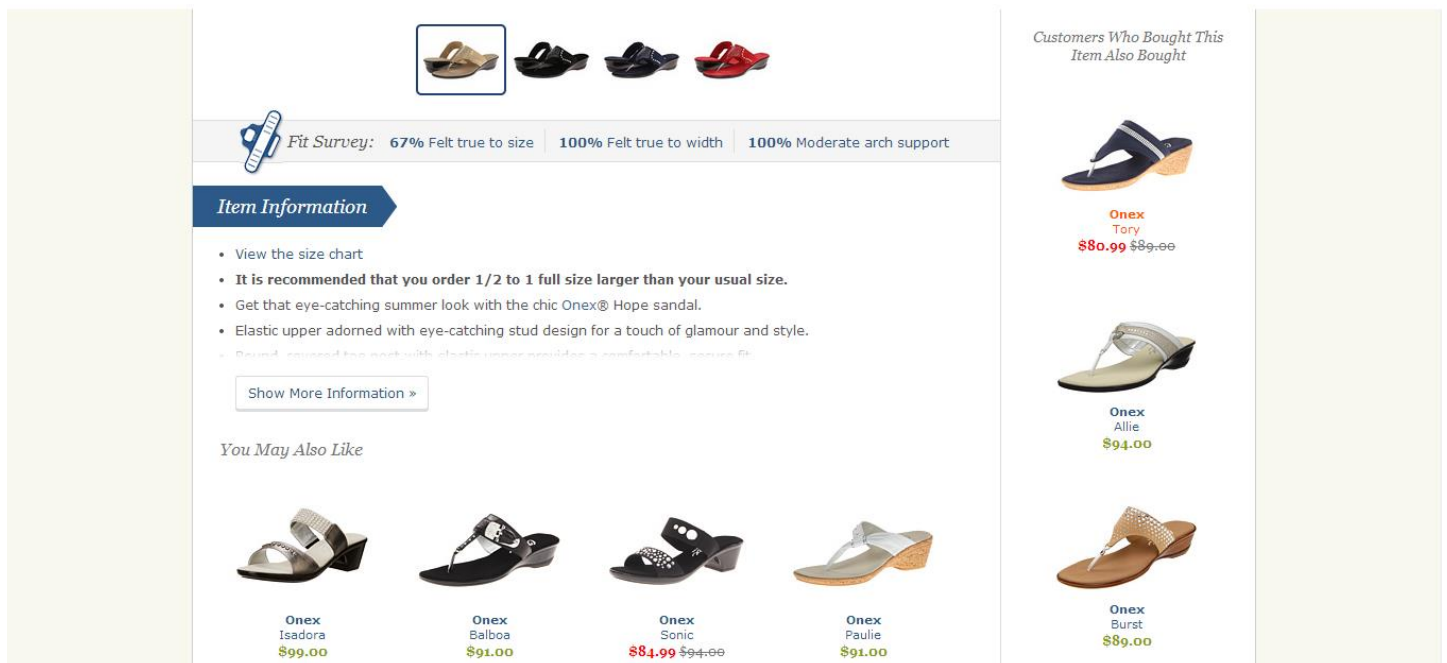


#3. Navigation – Link Company Logo to the Home Page

The company logo on every page being a clickable element leading to the homepage has become a convention followed by every major website. Not having this functionality may lead to confusion in the minds of the user.

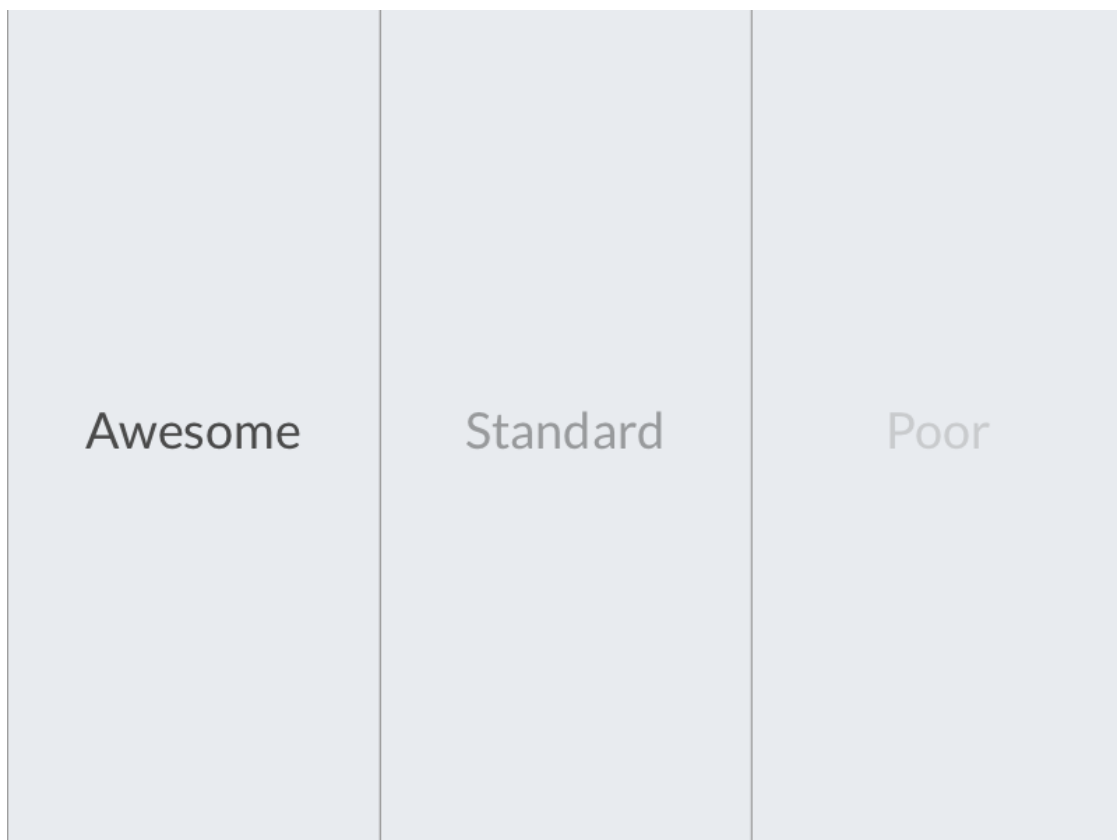
#4. Navigation – Show Complementary and Related Products on Individual Product Page

As a business owner, you want the user to purchase add-ons, related products and accessories of the products they buy. One way to achieve this is to provide good options for [upselling](#) and [cross-selling](#) on the product pages. Suggesting complementary and related products not only makes sense from a short-term revenue point of view, it also influences the overall UX of the website. Good suggestions for similar and related products not only improve the browsing experience but also aid in product exploration.




#5. Colors – Focus on Text-to-Background Contrast to Improve Readability


The book '[Eye Tracking in User Experience Design](#)' presents some important research which shows that a high contrast between foreground and background leads to better readability. A [research study](#) shows that reading time is lower in case of high contrast and vice versa. All of this shows that good text-to-background contrast plays a role in overall User Experience.



#6. Colors - Make your Primary CTA Button easily distinguishable

[BUY NOW](#)[DEMO](#)[PRICING](#)[CONTACT](#)[BLOG](#)[LOGIN](#)[f](#)[t](#)

New Way to Effortlessly Add Stunning Webpages to Your WordPress Website in Minutes



- ✓ Add dazzling landing pages to your site with one click.
- ✓ Real-time drag & drop editing right on your page.
- ✓ No coding, design or technical skills required.

[Get Started](#)

The primary call-to-action (CTA) button should be one of the most visible elements on your webpage. Some marketers and designers mistakenly place and design the primary CTA in such a way that customers have to make an effort in locating it. Some tips to make your CTA buttons stand out:

- Use color to create a high contrast between your CTA button and the rest of the page. This ensures that users cannot miss that all-important button

- Ensure that the color of your primary CTA buttons are consistent throughout the website
- Make sure that your primary and secondary CTA buttons are clearly differentiated through font and size

#7. Colors – Use Colors to communicate your Message quickly and efficiently

One account is all you need
A single username and password gets you into everything Google.

g M Chrome YouTube Photos Drive G+

Make Google y...
Set up your profile and preferences

田中春花 Sophia Wright Andrés Peña

Take it all with you
Switch between devices, and pick up wherever you left off.

Name
Anand Kansal

Choose your username
kansal987654@gmail.com

Create a password
.....

Confirm your password

Birthday
Month Day Year
You can't leave this empty.

Gender
I am...
You can't leave this empty.

Mobile phone
+91

Your current email address

Prove you're not a robot
☐ Skip this verification (phone verification may be required)

Password strength: Strong
Use at least 8 characters. Don't use a password from another site, or something too obvious like your pet's name. Why?

Colors play a big role in how we perceive a message. Look at the image above, the validity of the password is depicted by the color green while the negative message 'You can't leave this empty' is written in red. Different colors convey different subliminal messages, which have been coded into our brains, either genetically or through convention. Brands also use an overall color scheme to convey the desired brand identity without saying it out loud.

#8. Images – Focus on Quality and Size of Product Images



Photos have a huge impact on the usability and overall UX of the website as well as [increasing conversions and sales](#). Generally, there are 3 kinds of product images which are used: **thumbnails**, used in search results or category listings; **product page images**, displayed on a product page and lastly, **detailed or zoomed images**, which are displayed when the user chooses to see a close-up of the product. In addition, companies like [Zappos](#) also use multiple images of the same product clicked from various angles.

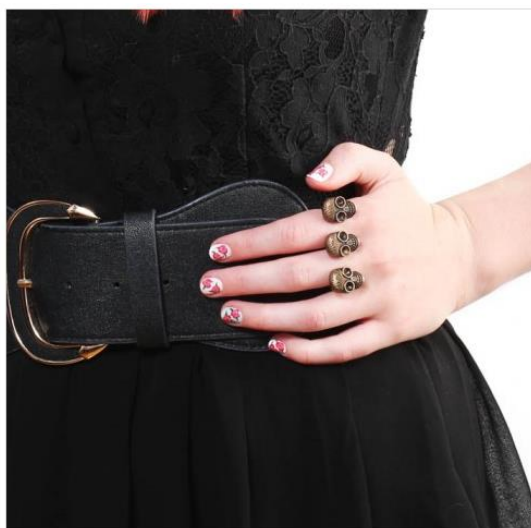
Some best practices which you should follow to improve the quality and relevance of the product images are as follows:

- For thumbnail images, use the largest image size which fits in your layout

- For product page images and zoomed images, you should be mindful of download times. You need to keep in mind that not everyone has a super-fast internet connection, and that [high load time can negatively affect the bottom line](#)
- It's better to have a high-contrast plain background to emphasize the product in the image
- Adjust brightness to account for the color of the product. For example, if you have an image of a black shoe, having a dull photo will make the features indiscernible
- Ensure that the product features are clear in all the sizes. You don't want the zoomed image to appear hazy and distorted

#9. Images – Use Inspirational Product Images to Enhance Desirability

Inspirational product images are images of a product in **context**, for example, an image of a dining table in the context of a dining room or a photo of a model wearing a particular dress. Used in place of images that just show the product, they increase the aesthetic appeal of the product as well as make it more desirable.



LINE THEM UP RING

\$11.90

Ex Tax: \$10.82

This Aztec skull ring has been made by MERRIN & GUSSY. The details include: a long slim top with a slim shank and a tripple skull design.

ABOUT THE MERRIN & GUSSY COLLECTION

Young, exciting and diverse, the MERRIN & GUSSY Collection searches the globe for the most exciting new product, our Adelaide based Design Team is inspired by the jewellery and fashion industries latest trends and products.

Information Size & Fit Delivery Returns

Brand: [Merrin & Gussy](#)

Size

Ring: One size fits all.

Material

Metal Alloys

Product Code: 112

SIZE (RING) *

--- Please Select ---

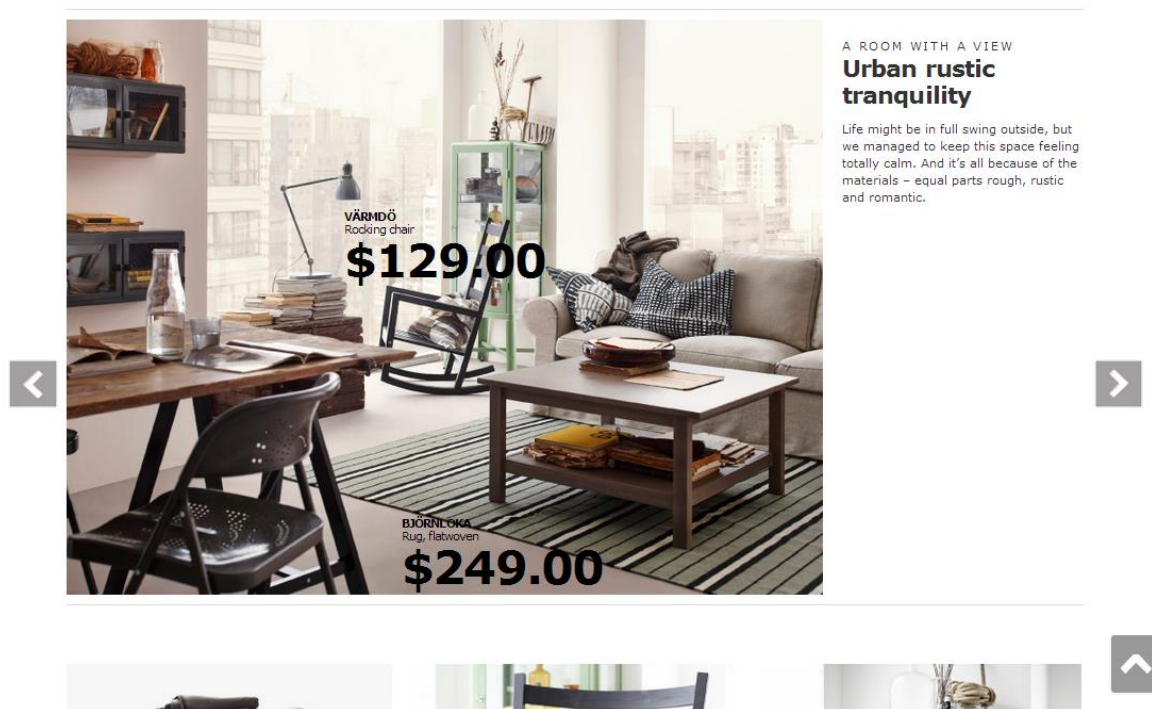
In Stock

- OR -

Save for later

A few points regarding inspirational product images:

- Pay careful attention to the ancillary objects and features in the image. Supporting objects, if too attractive, may tend to shift the focus away from the main product, especially if there is a confusion in the overall message which is being conveyed. In a [study on inspirational product images](#) conducted by [Baymard Institute](#), test subjects were shown an American Eagle Outfitters image of a model wearing a sweater and a scarf. It was found that the test subjects were more interested in the scarf, even though the image was for the sweater category
- Sometimes such contextual images contain multiple products and link to the overall product category. For example, an image of a bathroom may contain perfumes, mirrors, towels and may link to the "bathroom furnishings" product category. Users can feel confused and frustrated if they expect to reach the particular products depicted in the image. In such cases, it may be a good idea to pin tiny buttons on the depicted products, as shown in the screenshot below



#10. Product Descriptions – Use Videos to Improve Product Understanding and Engage Customers

OUR STORY

WHY LUXY HAIR?

BEFORE & AFTER

REVIEWS

VIDEOS

PRIVACY POLICY

TERMS OF USE

PAYMENTS

CAREERS

We are always here to help you with your hair extensions needs. We've created many videos to help you along the way. Make sure to check out and subscribe to our popular [YouTube channel \(Luxy Hair\)](#) for hair tutorials, hair tips, and other helpful hair videos. If you are looking for reviews, you can find some of the [Luxy Hair Extensions reviews](#) by clicking [here](#).

1. [How to Pick your Perfect Luxy Hair Extensions Shade](#)
2. [Luxy Hair Extensions 101](#)
3. [How to Clip in Hair Extensions](#)
4. [How to Wash Luxy Hair Extensions](#)
5. [How to Care and Store your Luxy Hair Extensions](#)
6. [How to Blend Straight Hair with Luxy Hair Extensions](#)
7. [How to Blend Luxy Hair Extensions with Short Hair](#)
8. [Tips for Healthy Hair](#)

1. [How to Pick your Perfect Luxy Hair Extensions Shade](#)



2. [Luxy Hair Extensions 101](#)



Visuals work much better than text when it comes to conveying a message. Many ecommerce sites are using videos in different ways to improve customer understanding of their products as well as make their content more engaging and intimate. SixPackAbsExercises.com, a VWO customer, used videos on the sales page to [increase conversions by 46%](#).

Videos also help the customers to gain a more intimate understanding of product look as well as functionality. For example, [Luxy Hair](#) have a separate video section on their. See the image on the previous page for a screenshot.

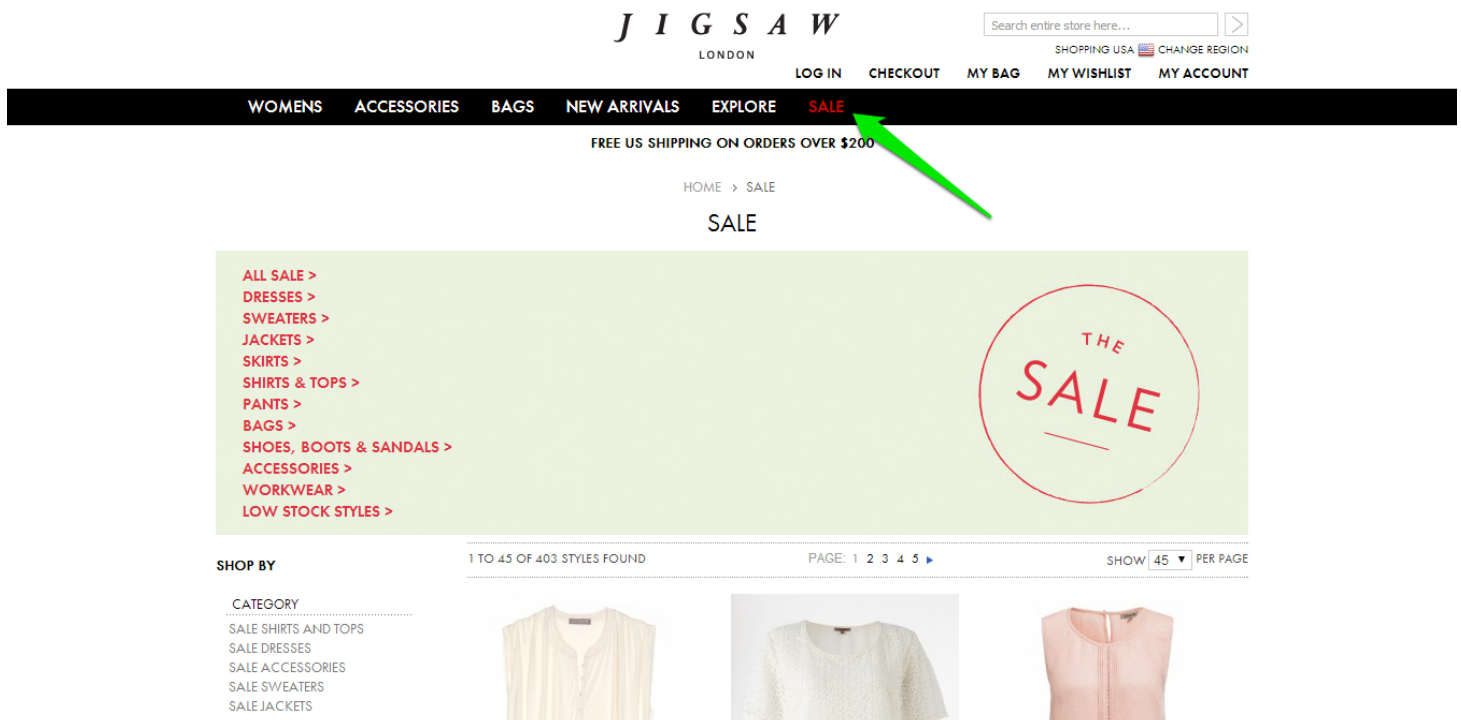
Zappos have used videos in innovative ways by having an extensive [Youtube channel](#) as well as using videos in their 'Our Unique Culture' section. If you decide to have videos on your website, you may also look at having transcripts for the videos. These not only ensure that viewers with hearing disability can access your video content, it also [improves the SEO for that video](#).

#11. Product Filters – Provide a ‘Most Searched’ or ‘Most Popular’ List

Just like social media buttons, a ‘Most Searched’ or ‘Most Popular’ list also adds **social proof** which help in persuading the users to check out those products. In addition, they also come in handy when you want to optimize your internal search results. Suppose you see that ‘woolen coat’ is a popular search. It may be a good idea to optimize your search results for ‘woolen coat’ so that the most relevant items come on top. You can even have such lists for every category and sub-category for best results.

The screenshot shows the Walmart website interface. At the top, there's a navigation bar with the Walmart logo, a search bar, and links for 'Trending Now', 'Your Store', 'Gift Cards', 'Registry', 'Store Finder', 'Weekly Ad', 'Track My Orders', and 'Help'. Below the navigation bar, there's a 'Value of the Day' section with a list of departments: Electronics & Office, Movies, Music & Books, Home, Furniture & Patio, Clothing, Shoes & Jewelry, Baby & Kids, Toys & Video Games, Sports, Fitness & Outdoors, Auto & Home Improvement, Photo & Gifts, Crafts & Party Supplies, Pharmacy, Health & Beauty, Grocery, Household & Pets, and College Living. A green arrow points from the 'Trending Now' section to the 'Electronics & Office' department. To the right of the department list, there's a 'FREE SHIPPING on nearly everything*' banner with a red arrow pointing down to a promotion for Apple products. The promotion features two iPhones (one black, one white) and text that says 'Get our favorite Apple products on Rollback' and 'Save more online and in stores.' Below this, it says 'iPhone 4s on Straight Talk just \$299 was \$499' and has a 'Shop All' button. At the bottom left, there's a 'Partner BRITISH COLUMBIA' logo.

#12. Product Filters – Have a Separate Discount Section



According to a [study](#) published by the [Nielsen Norman Group](#), bargain-hunters are one of the 5 main types of online shoppers. Another [study](#) done by [Eskimi](#), a mobile-first community in emerging countries, found out that 33% of mobile eCommerce users are daily bargain hunters while 44% are weekly bargain hunters. Thus, it is advisable to have a separate 'deals' or 'discounts' section on your website, as done by companies like Jigsaw London (shown in screenshot above) and Amazon, in order to cater effectively to these customers.

#13. Social Proof – Make it Social

More and more online buyers are sharing their favorite finds with their Facebook friends or their Twitter followers. Some reasons why you should definitely have social media buttons on your website are

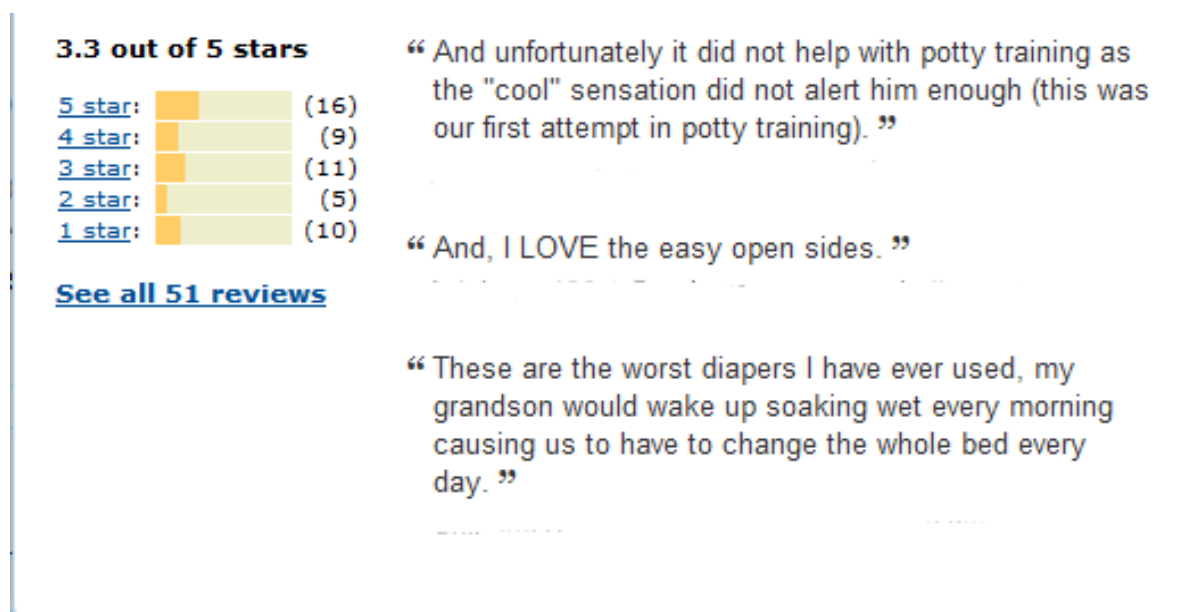
- It provides the friends/followers with [social proof](#), which may result in increased purchases of the same item
- It helps to spread brand awareness
- It may also increase traffic on your website which will help in increase in overall sales, quite apart from the particular product which has been shared

However, you may choose to refrain from using these buttons on certain pages, like the payment and checkout pages to **prevent user distraction**. You may also keep in mind that if the number of likes and share are too few in number, it may result in [negative social proof](#).



#14. Social Proof – Add User Reviews and Testimonials to Product Pages

In a recent [survey](#) done in the UK, 43% of respondents said that they used their mobiles to compare prices and look at product reviews while shopping. Though not connected to eCommerce per se, this statistic only serves to remind the importance of 'social proof' in shopping. [WikiJob.co.uk](#), a VWO customer, [increased sales by 34%](#) by adding testimonials on one of their web pages.



According to an [iPerceptions](#) study, 61% of customers read online reviews before making a purchase decision, while 63% of customers are more likely to make a purchase from a site which has user reviews. User reviews are great purchase motivators, since the customer's confidence regarding the product quality and reliability increases significantly if he sees that other people have bought the product and liked it.

#15. Checkout and Post-Checkout – Ask only what is required

A recent [research study](#) done by [Econsultancy](#) found out that 1 out of 4 online shoppers who abandon a purchase **after adding items to their cart** do so because they are forced to register before completing the purchase.

This study shows that you may be losing almost 25% of your revenue, just because you ask users for more than is required. Following are some ways in which you may be doing this exact same thing:

- Asking users to login or signup before browsing the website
- Having lengthy form fields with expendable data such as nationality, gender etc.
- Requiring users to type in billing and delivery addresses separately

Asking all of this info may result in user fatigue, irritation as well as make the user wary of spam. Instead, you should ask only the necessary information. You could even make the user's task easier by using the delivery address as billing address by default, giving the option of logging in through Facebook, Gmail, Twitter and others.

#16. Checkout and Post-Checkout – Show Total Cost on the Product Page

Nothing is more irritating to a customer than selecting a product, making a purchase and reaching the checkout section only to discover the addition of unexpectedly high delivery charges and hidden taxes.

Though we understand that high delivery charges are unavoidable in some cases, it is also important to note that this feeling of frustration on part of the customer increases when it is not revealed on the product page. Posting the total cost on the product page eliminates the surprise of a high shipping cost and also lets the customer factor in the total cost before adding the product to the cart.



#17. Checkout and Post-Checkout – Build Trust with Security Labels

Security labels act as reinforcements, especially on payment pages. These labels build trust in the authenticity of the website.

The screenshot displays the '4. PAYMENT METHOD' section of the Flipkart checkout process. On the left, a sidebar lists payment options: Net Banking, Credit Card, Debit Card (highlighted with a dark arrow), e-Gift Voucher, and PAYZIPPY. The main area shows the 'Pay using Debit Card' option with VISA and MasterCard logos, noting that only Indian cards are supported. A form for card details includes fields for CARD NUMBER, EXPIRY DATE (VALID THRU) in MM / YY format, CVV, and NAME ON CARD. A large orange 'PAY' button is positioned below the form. To the right, a summary box shows the 'Total' as 'Rs.168' and the 'Amount Payable' as 'Rs.168'. Below the form, a green arrow points to a row of security labels: 'Verified by VISA', 'MasterCard SecureCode', and 'PCI-DSS'. At the bottom, a small text line states: 'By placing the order, you have read and agree to Flipkart.com Terms of Use and Privacy Policy.'

4. PAYMENT METHOD

Net Banking

Credit Card

Debit Card

e-Gift Voucher

PAYZIPPY

Pay using Debit Card. VISA MasterCard (Only Indian Cards are supported)

PAYZIPPY by flipkart

CARD NUMBER

EXPIRY DATE (VALID THRU) MM / YY

CVV

NAME ON CARD

PAY

Total Rs.168

Amount Payable Rs.168

Verified by VISA

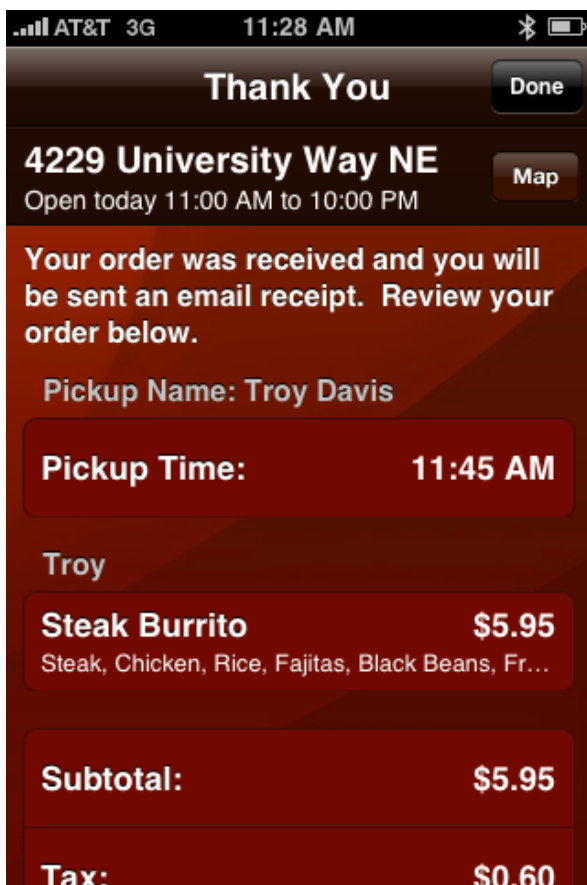
MasterCard SecureCode

PCI-DSS

By placing the order, you have read and agree to Flipkart.com Terms of Use and Privacy Policy.

Feedback

#18. Checkout and Post-Checkout – Communicate Order and Delivery Confirmation



Order confirmation and delivery confirmation are not part of the upfront selling process. Strictly speaking, unless the user has to go to the website to receive these messages, they are not a part of the website user experience. Nevertheless, they must be considered a part of the total user experience since they influence how customers perceive the entire shopping experience.

Order confirmation message and delivery confirmation message, sent after delivery has been made, help in providing reassurance to customers, especially if you are buying from you for the first time. They help in turning first-time buyers into regular customers.

#19. Typography – Correct Grammar and Spelling is Important in Building Trust

Suppose, in an alternate universe, you want to know how it feels to own a pet monkey. Would you trust this website?

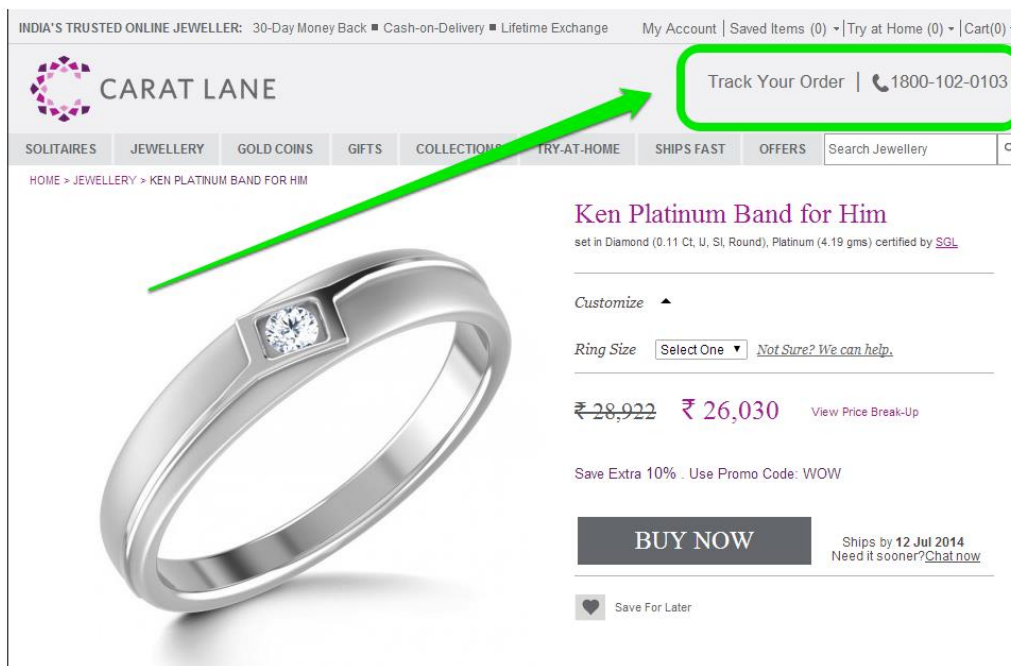


Incorrect spelling and faulty sentence correction can make a significant dent in your trust score and your authenticity in the customer's eyes, which is very important since he cannot interact with you face-to-face. Thus, it is imperative that you double-check your website copy. There are many free tools which help you do this, such as [PolishMyWriting](#), [GingerGrammarChecker](#) and others.

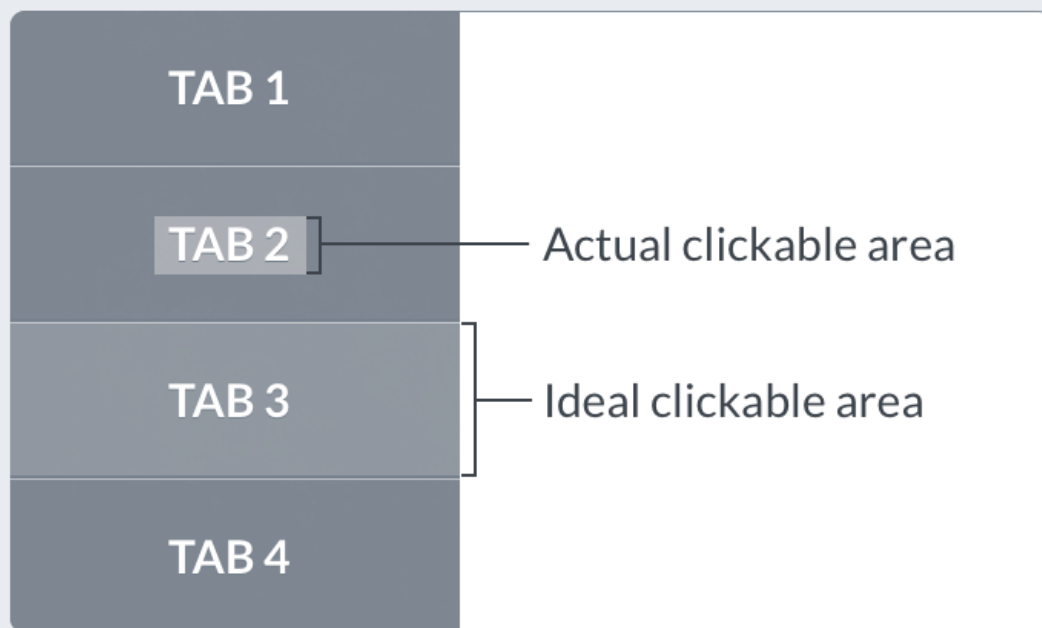
#20. Layout – Display the ‘Contact Us’ Section prominently

Make the ‘Contact Us’ section a permanent fixture on every page on your website. Additionally, the placement of section should be consistent and logical. In case you have a single contact number, it may be a good idea to display the number on every page, like in the example below.

Many websites, also give different options for the user to contact them. This gives the user the added ease of communicating in the medium he or she is most comfortable in.



#21. Layout – Make Clickable Areas large

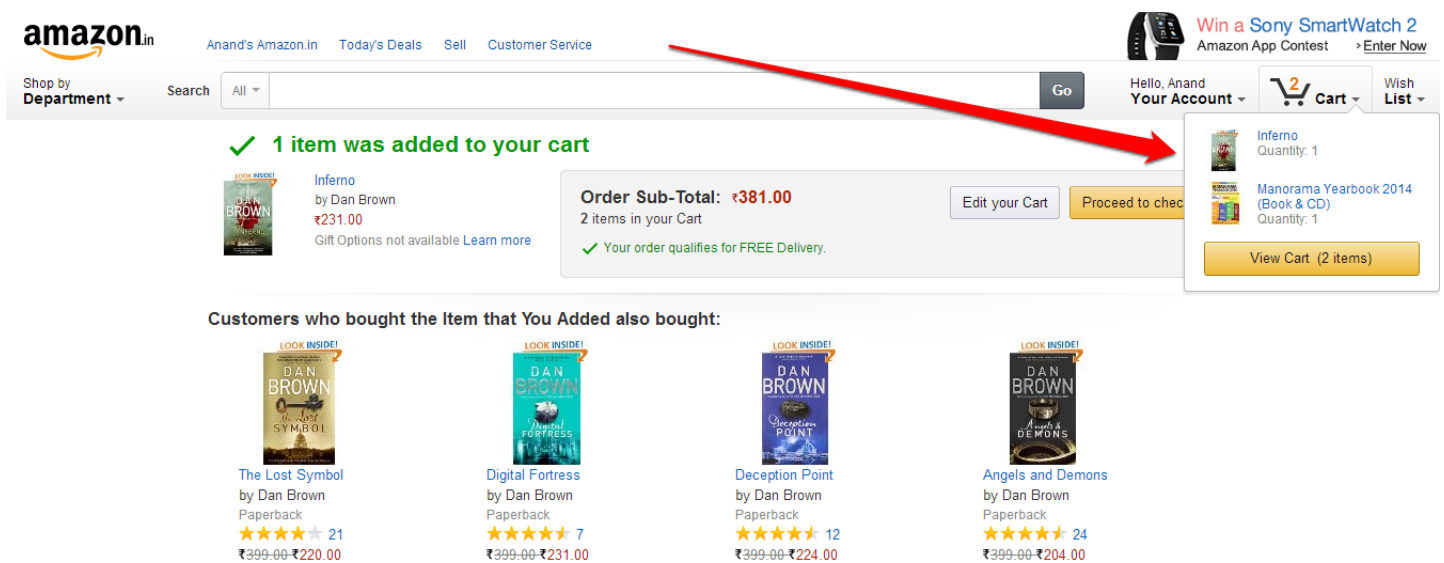


Make sure that all clickable elements are large and easy to click. You can either make the element larger or add [padding](#) to the clickable elements to make them larger. A larger clickable area makes it easier for the user to hover the mouse over the link. Below is the code to add padding to any element through HTML.

```
<a href="http://www.examplesite.com" style="padding: 5px;">Example Site</a>
```

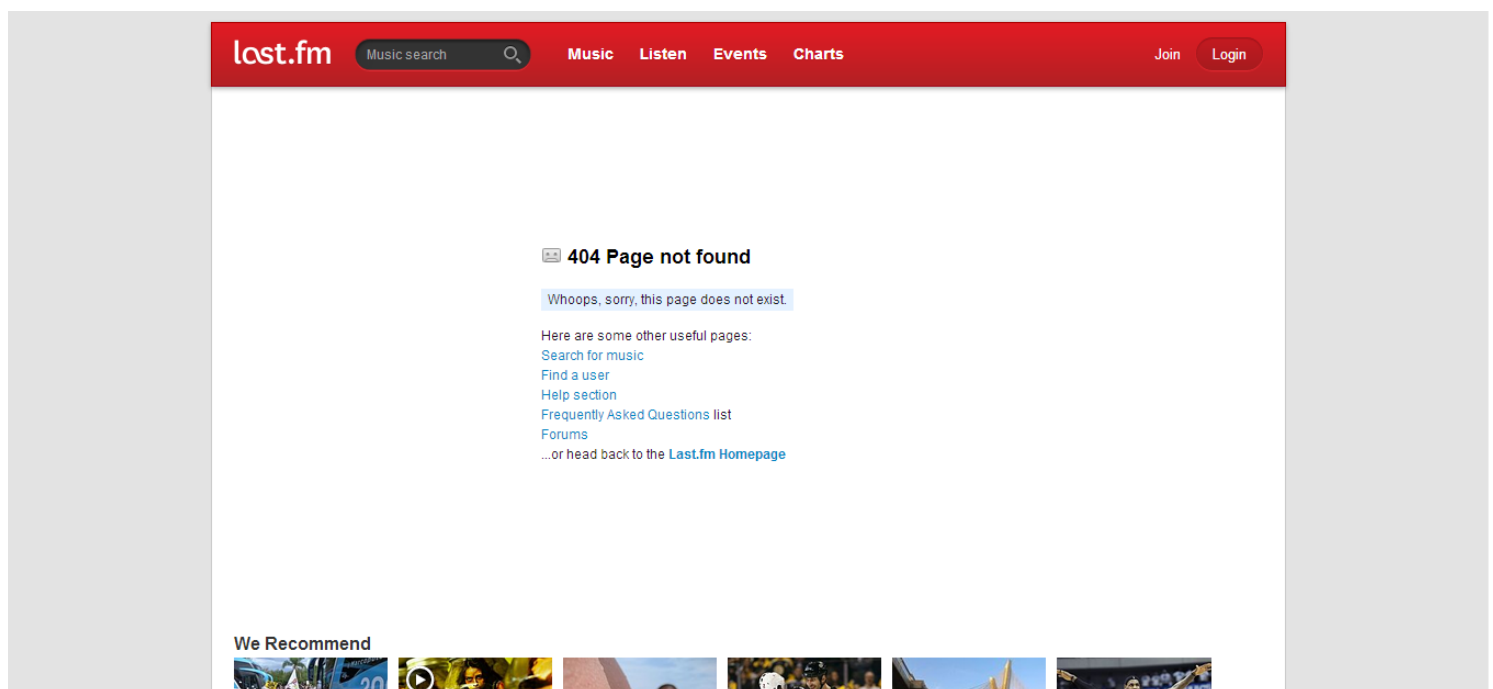
#22. Layout – Soft Add to Cart

Soft add to cart is a feature that lets users see their cart without making them go to a new page. With this feature, users can browse the website with a dialog box showing the updated card. You can also have a 'View Cart' button which, when hovered on, shows a popup showing the updated cart. It makes the users' task more convenient. It also has the effect of always reminding your customers that they have items left in cart and thus helping increase completed purchases.

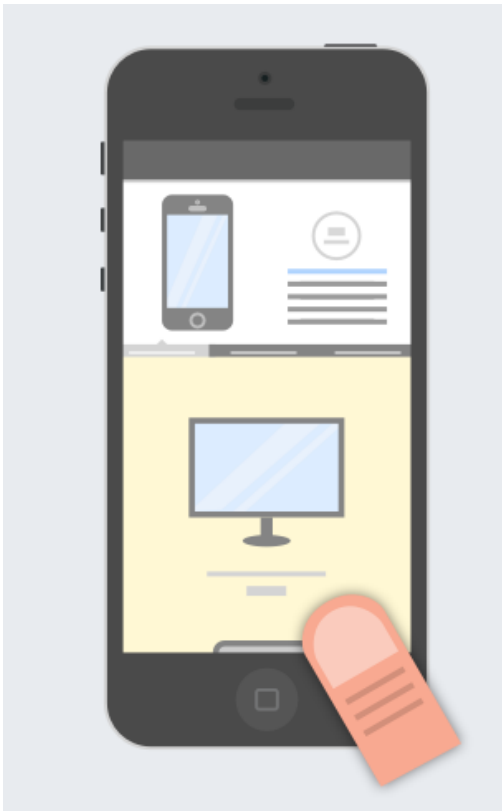


#23. Layout – Make a Custom 404 Page

A 404 page means that the user is trying to access a URL which doesn't exist. It may be because of a broken link on your website or a mistake in the URL. Now, as a website owner, you don't want to make the user feel confused. Many companies have, therefore, started creating custom 404 pages. Many of these custom pages say the same thing which a classic 404 page says but in an interesting and creative manner. Some companies, in addition, link existing links on their 404 pages that help the user find out what he or she is looking for.



#24. Layout – Tailor your Website for Mobile Users



Did you know that website visitors are [51% more likely to purchase from an ecommerce site if it has a mobile version](#)? Or that a 1-second delay in mobile page load time equals a 7% loss in conversion? These statistics are a measure of the importance that mobile browsing hold for an ecommerce website.

Some things you should concentrate on while improving UX for mobile users:

- You want to use every pixel of that mobile screen for maximum effect. Prioritize the core sections of your website and present those which have maximum relevance for mobile users. For example, it may be a good idea to prioritize order tracking and contact us section in the mobile version
- Mobile users are more fickle than the average website user. You should, therefore, focus on speeding up the page load time even if it means sacrificing some less relevant content
- Remember that in the mobile world, users are using the thumb to navigate instead of a mouse or touchpad. Modify your screen so that users do not click links and buttons unintentionally due to incompatibility of the design with a small screen

#25. Layout– Use Inline Form Validation to make Form-filling easier

Filling forms is one of the most effort-inducing tasks that a user performs on your website. Errors only make it worse. Few things are more irritating than filling a long form only to be held back by errors. One of the ways to make form filling easier is to use inline form validation, which validates each form field as the details are being entered.

The image shows a screenshot of the Twitter sign-up form. The form is titled "Join Twitter today." and contains several input fields with inline validation feedback:

- Name:** "Christian Holst" with a green checkmark and the message "✓ Name looks great."
- Email:** "christian.holst@baymard.com" with a green checkmark and the message "✓ We will email you a confirmation."
- Password:** A masked password field with a green checkmark and the message "✓ Password is okay."
- Username:** "christian" with a red X and the message "✗ This username is already taken!". Below this field, there are suggestions: "Suggestions: christian_holst christian_holst christian_holst".

Below the input fields, there is a checkbox labeled "Keep me logged-in on this computer." which is checked. At the bottom, there is a yellow button labeled "Create my account". To the right of the button, there is a link for "Printable versions: Terms of Service · Privacy Policy".

#26. Layout – Use Pagination to divide your Search Results and Product Listings

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Dan McKinley, Principal Designer at [Etsy](#), an eCommerce website focused on handmade or vintage items, gave a [talk](#) in 2013 wherein he explained how Etsy tested [infinite scroll](#) to their search listings, only to discover that it had a negative effect on user experience and engagement. It resulted in fewer clicks on search results as well as a decline in the use of the search bar.

Infinite scrolling makes it more difficult for the users to find a particular product in such a setting. Pagination allows a user to more easily place a product in the entire product listing. It also prevents user frustration which can occur in infinite scrolling when the user wants to click on a link on the bottom of the page but is unable to do so because of continuous loading whenever he/she reaches the bottom. Moreover, pagination provides users with a sense of how much time they would need to scan the entire list as well as gives a happy sense of completion whenever a page is completed.

However, you can use infinite scrolling in cases you have fewer products or you deal in fashion products like T-shirts. In such cases, it is usually observed that customers go for 'View All' if they are given the option.



Conclusion

That's about it. Hopefully these best practices will be a starting point which you can use to create a culture of User Experience within your organization.

I would like to thank Smashing Magazine, the Baymard Institute, the Nielsen Norman Group, CompleteUsability.com and PrestaShop.com for their pioneering research on User Experience, a lot of which helped in the creation of this eBook.

Thank You

A big thank you for reading this guide to improving eCommerce User Experience. I wish you all the best in increasing sales and conversions for your ecommerce website.

I would love to hear from you about your experiences in improving User Experience for your eCommerce website. Just drop me a mail at anand.kansal@wingify.com.

And yes, if you liked what you've read, please go ahead and share it with others!

Cheers

Anand Kansal

Marketer

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